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"So you came to
see my orchids?"

“SO YOU CAME TO SEE MY ORCHIDS?”

Your words echo those of your guest, but you are not too happy about it, because you know what the next remark will be:

“Oh, I was hoping you’d have something in bloom. . . .”

You tell them brightly they should have come last week. Or, if they will come back in about two weeks. . . .

None of that helps erase their disappointment or yours. For, no matter how much you love your Orchid plants, the fact is they are not the most attractive in the world unless they are **IN BLOOM!**

“How can I manage always to have at least one plant in bloom?” you ask, as so many other Orchid Enthusiasts have asked.

If you live near a large Orchid Range doing a retail business in plants, you could go there every three or four weeks and buy a plant in bloom. Unfortunately, not many of us can manage to do that.

Choosing plants from a catalogue is fun, but Orchids can’t be timed as accurately as a greenhouse of “mums”. A hybrid listed “June blooming” may flower in May or July some years. Some listed as “Season Variable” will bloom any time a new lead matures, which depends more on how it is grown than the parentage.

If shipped to a radically different environment when “in sheath” but before buds are well formed, a plant may have so much difficulty adjusting to its new locale that it skips blooming on that sheath and waits for the next to form.

Plants offered in catalogues are more often sold by their NAMES than by the description. Many times a less expensive hybrid with an unpronounceable name (or weighed down with the names of both parents) is equally - if not more - desirable for your purpose.

For example, if you knew nothing else about them except that both are Yellow hybrids, you would be apt to choose **BLC GOLDEN AGE** rather than **LC THURDERNIA** because it **sounds** better.

BLC GOLDEN AGE is a beautiful Orchid - when it blooms. But it is very temperamental, difficult for even the professional grower to flower. **LC THURDERNIA** is an equally beautiful yellow, and is a dependable bloom producer, blooming once or twice a year, every year! Few catalogue listings would tell you that.

“Then, HOW can the inexperienced grower know what to choose, so he will not only have wide variety, but something in bloom all the time?” you ask.

Several of my customers have found an answer that is satisfactory to them. They have me select a hybrid in sheath, with buds well formed in the sheath, due to bloom within a couple of weeks after arrival. One such plant goes to each of these customers every month, on approximately the same date of the month.

This plan has worked so well. . . there hasn't been a single dissatisfied customer. . . that I got to wondering why it wouldn't work equally well for a considerable number of my customer/friends with the same problem.

The plants I select are not only fully mature, blooming size hybrids in bud, but you will find most of them listed in my folder at from \$15.00 to \$25.00 each. But, realizing I must convince you the idea will work for you - providing you with a continual succession of blooms - I am making you an offer so attractive I don't see how you can resist it!

LIMITED TRIAL OFFER

As an extra special inducement for you to try this idea, I will ship you three plants - one each month for three months - for the bargain price of \$25.00 for ALL THREE, the twenty-five dollars to accompany your order.

Shipment will be by Insured Parcel Post, safe arrival and blooming within thirty days of their arrival unconditionally guaranteed. Customer to refund postage after each shipment is received.

While selection of the hybrids must be left to me (How else could we be sure your plants would reach you with buds well developed?) the blooms will range in color through the varying shades of lavender, white, and white-colored lip. I keep detailed records, so there will be no duplication.

Frankly, I am hoping to convince you this "ALWAYS AN ORCHID IN BLOOM" plan will work for you on a yearly basis, but I shall refrain from giving you the details until I have proved - by delivering three beautiful hybrids - that the idea is both practical, and relatively inexpensive.

Remember, the TRIAL OFFER is limited to three plants for \$25.00 per customer.